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3 stores and 10 years later,  
she's Fillmore's retail queen  
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# THE NEW FILLMORE

SAN FRANCISCO ■ NOVEMBER 2011



Metal arches and electric lights crowned the intersections along Fillmore Street for decades after the 1906 earthquake. The New Fillmore Hotel was located at Fillmore and Fulton.



Although the Fillmore suffered major damage from the 1906 earthquake, it escaped the ravages of the fire that followed and soon became "the new Market Street" as businesses and government agencies set up operations along Fillmore. This photograph looks north on Fillmore from Sutter Street. At right, the New Fillmore theater was located at Fillmore and Eddy.

## Forever New

Throughout its history, the Fillmore keeps re-inventing itself

By ROBERT F. OAKS

**F**EW IF ANY neighborhoods have proclaimed their "newness" more often than the Fillmore. While other sections of San Francisco have decried the changes to their neighborhoods, the Fillmore has re-invented itself several times and then prided itself on being "new."


At one time, the Fillmore really was new. In the 1870s, Victorian tract houses began to dot the sand dunes of the



"suburbs" in the Western Addition. The residents of the Fillmore were mostly middle class then, although by the turn of the century there were impressive mansions in the growing residential neighborhood around upper Fillmore. Except perhaps for a few servants, the residents were almost exclusively white, including a substantial Jewish population.

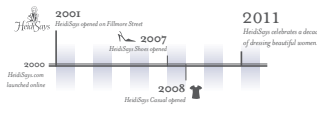
The first "new" Fillmore occurred after the disastrous 1906 earthquake and fire.

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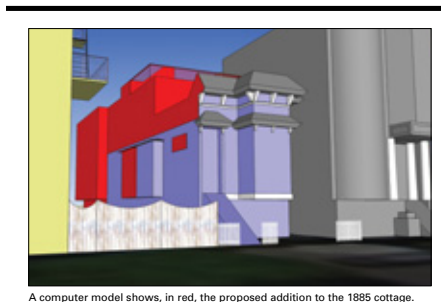
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A computer model shows, in red, the proposed addition to the 1885 cottage.

## Big Battle Over a Little House

### Plans to expand 2807 Clay Street rouse the neighbors

**W**HEN NEW OWNERS bought the little one-story Victorian house at 2807 Clay Street, they saw an opportunity to upgrade the 1885 Stick-style cottage into a more spacious home within view of Alta Plaza Park.

City planners agreed their plans were merely a "minor alteration" that would not be visible from the street and exempted the project from environmental review.

Then they met the neighbors. A battle ensued, first before the Historic Preservation Commission, and now before the Planning Commission. The neighbors retained an architect who requested discretionary review of the project.

"An almost tripling of the building's volume, and enough new height and bulk to overwhelm the original historic building, should be enough to conclude that this is

not a minor alteration," architect F. Joseph Butler wrote to the Planning Department on October 17. "All that will remain of the historic house is its facade, fence and stair ... a mere skin, behind which a totally new structure will rise."

Butler said the plans will transform the cottage into a 7,000-square-foot house.

"It is of course the prerogative of the project sponsor and their architect to do as they will with the house which they purchased," Butler wrote. But the Planning Department "may not pretend that this 'addition' will have no substantial adverse effect on this acknowledged historic resource."

On October 18, planner Aaron Starr notified the neighbors that a scheduled discretionary review hearing had been cancelled to give the owners time to work with the neighbors to resolve the dispute.

## ■ STREET TALK

### Asmby Hall opening this month on Fillmore

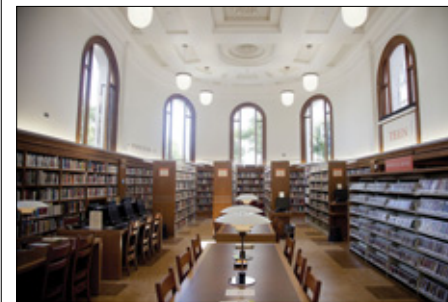
A husband and wife team of fashion entrepreneurs are taking over the space at 1850 Fillmore and opening a clothing boutique for young men and women they're calling — and spelling — **ASMBLY HALL**. They expect to open early in November.

Ron and Tricia Benitez — veterans of Levi's and the Gap, as well as Quiksilver, Roxy and Speedo in Southern California — say they are targeting "the sophisticated prepper." They're aiming to create not only a store, but also "a creative space where fashion and art collide, and music intersects."

**CHASE SQUEAKS IN:** After a spirited discussion at the Planning Commission on October 13, **CHASE** — now the country's largest bank — gained approval on a 4-3 vote to open a new branch at 2429 California Street, just west of Fillmore in the former longtime home of Esrik Cleaners. To show it intends to be a good neighbor, the bank has promised to fund a parklet across the street in front of Pizzeria Dellina and to landscape the sidewalk in front of its new home and the grocery store next door.

**COMING SOON:** The construction barriers are down at 1930 Fillmore, formerly Fillmore Hardware, and the sleek new look of **COTELAC** is coming into view. The French fashion boutique plans to open this month. ... Likewise at 2410 California Street, where **ONE MEDICAL GROUP** has unveiled the stylish reception room for its new concierge practice. ... And the new perfume at 2238 Fillmore, nearly ready, waits for the final signoff from city inspectors.

## NEIGHBORHOOD NEWS



### Another local library gets a makeover

The Golden Gate Valley branch library at 1801 Green Street reopened October 15 after an \$8.5 million renovation that made it seismically sound, accessible to the disabled and environmentally friendly, among other improvements. The library, built of brick and terra cotta, opened in 1918 and was funded by Andrew Carnegie.

Nearby at another Carnegie library — also recently renovated — the Presidio branch library at 3150 Sacramento Street is hosting "write-ins" on Tuesdays in November from 4 to 8 p.m. as part of National Novel Writing Month. Participants pledge to write 50,000 words by the end of the month. For more information, call 355-2880 or visit nanowrimo.org.



PHOTOGRAPH BY JASON DODY

## Dismissed Convent School Educator Sues


**C**ELINE CURRAN, who was fired last May after 37 years at the neighborhood's Convent of the Sacred Heart High School — including three decades as dean of students — sued the school on October 11 for wrongful termination and gender and age discrimination.


The complaint, filed in San Francisco Superior Court, alleges that director of schools Gordon Sharafinski "has a bias and prejudice against female employees who are confident, self-assured and strong." Curran, 56, seeks an unspecified amount in damages, along with reinstatement to her last position as student life coordinator at the school. The lawsuit also asks for a jury trial to determine the matter. A response to the suit has not yet been filed.

In a June 20 posting on the school's website announcing the decision not to renew Curran's contract, Sharafinski wrote: "I have communicated to parents and staff about this issue to the extent allowable and as transparently as I could. However, there is much information to which the community has not been privy and, because of privacy laws, I cannot share."

Curran's firing prompted an outpouring of criticism and outrage from students, parents and alumni. A Facebook group supporting Curran has almost 900 members.

In an August 9 letter to the Sacred Heart community, Sharafinski announced that he plans to retire at the end of the 2011-12 academic year.





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**Marketing Manager** | Alison Short

**Advertising inquiries** ads@newfillmore.com or 415.441.6070  
 Published on the first weekend of each month. Deadline: 20th of prior month  
**Subscriptions** by mail are available for \$30 per year. Please send a check.

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## CRIME WATCH

### Narcotics Post Street and Van Ness Avenue September 23, 9:34 p.m.

Plainclothes officers were doing surveillance in an area known for drug dealing. One officer recognized an individual he had arrested before, now on parole for possessing and dealing narcotics. The officers watched as he presented a small package to the man standing next to him. Believing a drug transaction was about to take place, the officers moved in and detained both men. The known drug dealer had a bag of methamphetamine hidden in his waistband and was arrested. The other man was released.

### Burglary Fillmore Street and Broadway September 25, 5:03 p.m.

A police sergeant became suspicious when he spotted an open garage door and saw a man getting into a BMW. The man gave the sergeant a false name, then lied about his activities. Responding officers found a backpack in the garage containing items stolen from various addresses in the area. The man admitted the backpack was his, but insisted that the items had been found, not stolen. Officers then learned the suspect was on parole for burglary and placed him under arrest.

### Attempted Robbery Laguna Street and Geary Boulevard September 26, 6 p.m.

Officers summoned to the scene found a man disheveled and covered with cuts and bruises. He explained that he had been taking pictures when four male juveniles approached him and grabbed his cameras. A struggle ensued, during which he was thrown to the ground. The juveniles punched the man, dragged him along the ground, then finally gave up as the man held onto the cameras and fled off on foot.

A witness gave a description and told police the suspects' last known location. When officers found an individual who matched the description, he fled. The officers gave chase and eventually took the suspect into custody. Later the police conducted a field line-up; the young man was identified as one of the robbers. He was booked at the Juvenile Justice Center.

### Possession of Stolen Property O'Farrell and Webster Streets September 28, 2:35 p.m.

An expensive piece of medical equipment was stolen from a garage. A police investigator called a medical supply company that had taken a message from an individual inquiring about the value of the stolen item. The company provided the inspector with the person's name and phone number. The inspector then called the man, expressing a desire to purchase the item. He made arrangements for buyer and seller to meet. An officer arrived in plainclothes. After confirming that the equipment was the stolen item, the officer took two men into custody.

### Felony Narcotics Eddy and Gough Streets September 28, 3:40 p.m.

Plainclothes officers responded to a tip that a woman was regularly selling drugs out of her apartment. They learned that the individual was on parole for drug sales and had a search condition. They knocked on her door and found her home. After searching inside, they located a box containing large quantities of meth, heroin and a variety of pills. They also found scales and packaging materials. The officers placed the woman under arrest.

### Robbery Post and Laguna Streets September 29, 11:05 p.m.

A woman walking east along Post Street

passed four young men walking in the opposite direction. She crossed the street and they crossed, too. Then they attacked her from behind. One pulled out a taser, which he placed to her neck; she fell to the ground. The four removed her messenger bag and took her cell phone, which had been in her hand. A bystander called police; while looking for the suspects, they found the woman's messenger bag. She had an application on her phone that allowed it to be traced; they learned that the phone was at 7th and Market, where other officers had already been dispatched. These officers stopped four young men matching the description given. One officer dialed the number of the stolen phone; it rang in the pocket of one of the young men. The woman who had been assaulted was brought to the scene, but she was unsure if the suspects were the ones who had attacked her. Three were released; the young man carrying her phone was arrested for possession of stolen property.

### Felony Narcotics, Weapons California Street and Van Ness Avenue September 30, 1:30 p.m.

Plainclothes officers driving in the area saw a driver operating his car erratically. When the car suddenly pulled to the side, blocking a driveway, the officers called for a police car to pull it over. As they approached the driver, he exited the car quickly, leading them to believe he was fleeing. They detained him and asked for identification, which he said was inside his car. When they opened the door, they saw a large metal pipe with a ball at the end positioned so that it could be easily removed and used as a weapon. They also found drugs and drug paraphernalia. The man was arrested for drug and weapons violations.

### Felony Assault California and Steiner Streets October 9, 8 a.m.

A woman walking down the street was about to make a phone call when she saw a man walking toward her and heard him say he was going to murder her. He then punched her. She called the police; officers detained the man. The woman was visibly pregnant. The officers believed the suspect resembled a person described to them by an assault victim from the day before; this woman had been eight months pregnant when the suspect kicked her in her stomach. The officers arrested the suspect. Witnesses, along with the woman who had been assaulted the day before, all identified the suspect, who was charged with two counts of felony assault.

### Burglary Webster and Ellis Streets October 12, 6:40 p.m.

Police were dispatched to Safeway, where store security guards suspected a customer was attempting to pay for a large amount of groceries with a stolen credit card. They detained the man, who was holding a woman's wallet containing numerous credit cards along with a woman's driver's license. Officers asked the man for identification. He gave his name and officers determined that he was on probation. He said the wallet belonged to his employer, but he could not tell the officers her name. They asked him to step outside so they could continue their investigation. He began fighting with the officers; one received a bloody nose and a cut lip. They called for additional units and eventually the officers took the man into custody. The wallet belonged to a woman whose car had just been burglarized. The suspect was arrested and charged with burglary, felony assault, possession of stolen property, resisting arrest, fraud and violation of probation.

## NEW NEIGHBORS

By DOUG RAPPAPORT

OFFERING handmade bicycles and promising precision maintenance services, Bespoke Cycles opened last month at 2843 Clay Street, near Scott, in the storefront previously occupied for many years by Tony Kitz Oriental Rug.

As a nearby neighbor and an avid cyclist, I'm excited — because in addition to selling custom bicycles and top-end equipment, Bespoke is quickly becoming a hub for local cycling with bicycle-related events and rides.

I met the three owners of the shop about a decade ago when they worked together at City Cycle at the corner of Steiner and Union. Back then, City Cycle was owned by Clay Mankin, a charismatic character who loved cycling and life. His shop was known as a great place to work and became a gathering point for local cyclists, especially on Saturdays for the weekly 9 a.m. ride.

We'd meet in front of City Cycle and, even though the shop didn't officially open until 10, Clay would always be there just in case someone needed a quick fix — which was most often on the house.

He rarely rode with us because someone had to mind the store, but his easy ability to get along with everyone went with us on the ride. We had as much fun talking as we did challenging each other up Mt. Tamalpais, and I'm fortunate to have made some lasting friendships from that group.

Sadly, while riding his bike from San Francisco to Santa Barbara in celebration of his 50th birthday in 2005, Clay suffered



Neighborhood cyclist Doug Rappaport is a big fan of Bespoke, now open at 2843 Clay.

## A Center for Cyclists

Custom bike shop opens near Alta Plaza Park

a fatal heart attack in the Santa Cruz Mountains.

Clay's "memorial and celebration" filled the Great American Music Hall. I was amazed by how many lives he touched and I left that evening reminded of the personal mantra Clay and I shared: Enjoy each and every day.

The weekly rides dwindled and came

to an end after that. And ultimately, Clay's influence on City Cycle faded and the core employees left as new management turned it into a more traditional bike shop.

Not only did I sorely miss Clay and our talks about life, but I knew of no other bike shop that sold only products it believed in, had perfectionists as mechanics and employees such as Ari

Bronshtein, who — like a mad scientist with a tape measure, plumb line and computer imaging — spent an hour adjusting my position and alleviated the knee pain that had plagued me for years.

Eventually rumor spread that Ari and two of Clay's other former employees, Aaron Allen and Stefan Paszke, were contemplating opening their own shop to carry on where Clay left off. Fate finally brought those two together in 1999, when Aaron broke his ankle during a mountain bike race and Stefan stopped to help.

None of the three friends had any retail experience, but with the help of a number of Clay's former customers, who pitched in to help draft business plans, negotiate leases and secure funding, they got Bespoke Cycles up and running.

The new neighbors have been supportive, too.

"All we've received is warmth," Aaron said recently, noting that many locals have stopped by to offer welcoming good wishes — and even homemade meals — since they made the move to Clay Street.

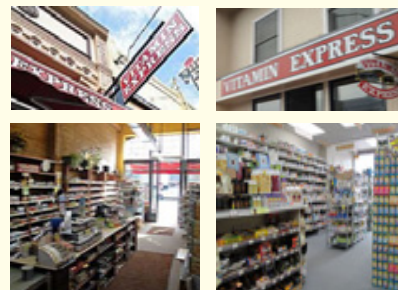
Bespoke continues to focus on custom and semi-custom bicycles and other top-end equipment and clothing. It also offers a host of bicycle-related services including routine maintenance and repairs, custom-made orthotics and computer-assisted bike fittings.

Future plans include group rides, community cycling events and even yoga classes for bicyclists — all activities Clay Mankin would have been proud to support.

*Doug Rappaport, a criminal defense lawyer in San Francisco, lives in the neighborhood.*



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Peruvian Connection founder Annie Hurlbut in her new store on Fillmore. An alpaca sweater coat she bought on a college trip to the Andes started it all.



## It all started with the Peruvians

A catalog comes to life on Fillmore

By BARBARA KATE REPA  
PHOTOGRAPHS BY SUSIE BIEHLER

WHILE PUTTING the finishing touches on her new Fillmore store a few days ago, owner Annie Hurlbut was interrupted often and lovingly by longtime devotees of the Peruvian Connection catalog who welcomed the shop and thanked her for providing its unique designs.

Peruvian Connection's clothes are romantic and elegant — a departure from the sleek styles shown in most new chic boutiques. The original concept, Hurlbut says, is far from trendy: "Imagine you're an ethnographer from the 1800s and you could bring back things from another era you love." Most of the offerings are made of soft alpaca or pima cotton, many hand-knit or hand-crocheted by artisans and colored with subtle vegetable dyes.

Noted knitwear designer Kaffe Fassett currently fashions a small batch of sweaters for the company. "When Kaffe called up out of the blue 10 years ago and said he'd like to make sweaters for us, I was blown away," Hurlbut says. "But I told him, 'First, I have a con-

fession to make: I've been knocking you off for years.' The two agreed to agree they had merely inspired one another's business.

Although Peru was her original inspiration for the company's muted and earthy offerings, Hurlbut is also widely open to other influences — especially Persia, southeast Asia and France. The print of one robe, for instance, is based on a piece of vintage fabric from a flea market in Paris. A geometric vest was inspired by a Bolivian weaving.

The store's interior at 2326 Fillmore has been transformed in keeping with the company's Victorian zeitgeist. The original floors from a turn of the century shipyard are matched with distressed lumber detailing, the walls covered in 100-year-old wallpaper. Hurlbut says she wants it to feel like someone's home. She welcomes customers with the shop's eclectic decor, much of it found furnishings from Peru, such as a worn wooden display table from the Andes. Portraits adorning the walls came from Bolivia.

Other details are also hard-thought and pitch perfect. The shopping bags bear a photo of a female artisan by Martin Chamblé, one of the first major Latin American photographers. "I horsetraded with Chamblé's grandson to get permission to use and colorize that portrait on

our bags — promising to use it respectfully," she says.

"There they have the feeling that anything worth doing is worth overdoing," Hurlbut says, gesturing to a small wall weaving that took six months to complete. "Only in the Andes are they crazy enough to put in that time and effort."

Hurlbut hails from Tonganoxie, a small farm town just west of Kansas City. But early on she was stricken with wanderlust. As a sophomore studying archeology at Yale, she told a professor she wanted to "do something meaningful" over the summer — and he recommended working on a dig with a friend of his on a site in Peru. "I remember telling my mom about it," Hurlbut recalls. "We were Kansas farmers, so a plane ticket to Peru was something they would have to dig deep for. But she just said, 'You're going.'"

And after spending that summer in the region, she was a goner. "Cuzco is especially gorgeous. You feel like you're back in time," she says. "The new stuff there is 400 years old; the old stuff was around in 1400 A.D."

It also has one of the richest textile traditions in the world. And it was there that Hurlbut snagged the sweater that started it all: an alpaca sweater coat with

TO PAGE 8 ►

■ Q & A | HEIDI SABELHAUS MYERS

## Heidi Says: First Online, Now 3 Stores

IT'S ANOTHER Monday morning and Heidi Sabelhaus Myers is strolling down Fillmore Street, where she presides over a small retail empire of three women's fashion boutiques that began as an online venture. Preparing to celebrate a decade on the street, she paused for coffee upstairs at Jane and reflected on Steve Jobs, believing in destiny and 10 years of retail on Fillmore Street.

*It's brave to own three retail shops on the same street. Did you have inspirations for your aspirations?*

I worked with Steve Jobs on integrated marketing for Pixar and Apple. Ironically, that was before cellphones, so I had a pager for him. I was 23 and had to go home and review comps on Saturday night — sometimes a couple drinks in. He was an intense person. It was really inspiring to see how much he could press people to get them to do their very best. I also worked with some amazing and bright people at a dot-com early on called CKS Partners in Seattle. Our company went public before anyone else. I still remember the first check I got from that — for \$7,000.

*Did you spend it all in one place?*

Many places, actually. After the dot-com ended, that money gave me the opportunity to travel for six months. Around then, a woman we had worked with died in a horrible accident. That was a life-changing time, and it really made me reflect on what I was doing with my life. I grabbed an old roommate who had always said she wanted to travel and we wrote down the countries we wanted to see: Australia, Indonesia, Vietnam, Thailand, India, Egypt, Turkey, Greece. We ended by doing the Europe thing.

*Sort of an "Eat, Pray, Love" experience?*  
Yes. When we came back, we were ready to save the world. But I went into online advertising instead — and it wasn't quite the experience I had hoped for. That was during the dot-com craziness and I kept thinking it was time for me to get



*"Everyone was out there doing something cool. So I started a little business of my own: HeidiSays.com."*

— HEIDI SABELHAUS MYERS

onboard. I had that feeling you have when you're sick at home and feel like everyone else is out there doing something cool. So I started a little business of my own: HeidiSays.com.

*Once you built it, did they come?*

They did. And you have to remember the timing. It was 2000 — and there were only three or four legitimate fashion websites at the time. The boutique world was also in its infancy. Most people then were shopping in department stores. The new trend was designer boutiques, which were just starting to come up in the world.

*Sounds like the right thing at the right time. But you're not selling online now. Why is that?*

After a year or so running the dot-com

from Seattle, where office space was cheaper, I chose to come to San Francisco, where I had friends — including a boyfriend. And my passion was to open a small boutique. I had always envisioned that. I opened my first store on Fillmore, now HeidiSays Collections, in October 2001 — just a month after 9/11.

*That timing thing again.*

I'm a believer in destiny. People were shaken and unsure then — there was a general lack of confidence. But having a new store then was a bit of a distraction — something positive when people seemed to need it. Everyone was very welcoming, better than I expected. But after about a year, I found it too hard to keep up both the store, which was getting busier, and the website, too. I didn't have

the room to store the stock for it, or the time to market differently, so I stopped selling online.

*How long before you got titchy to expand to another store?*

I started looking around after three or four years. It just became too crowded in the shop. I was using every piece of space. On weekends, it looked like Lochmann's — customers using the hallways and back office as dressing rooms. I kept asking the landlord: "Can't we just bust down a wall?" I had a lot of shoes in stock, too. And I always loved the idea of a shoe store, so...

*You opened HeidiSays Shoes, also on Fillmore, where the photo shop used to be?*

Yes, in 2007. It was a good time — even though I was six months pregnant and my mom had just been diagnosed with cancer. In a way, I felt like having the new shoe store helped me stay focused and not get too heavy about everything. The economy was good then, too. It was so good, in fact, that when Yountville closed on Fillmore Street toward the end of that year, it seemed like the perfect place to expand again. Plenty of people were saying, "Don't even go there." But as an entrepreneur, you can't help but get excited and want to grow when you get the opportunity. We opened HeidiSays Casual in February of 2008.

*Wasn't "casual" a departure from what you'd been doing?*

The truth is that after having a baby, my own style became more casual. I can't wear three-inch heels with a baby in my arms. And many of my customers were making the same changes. I noticed that the one or two racks of casual clothing I had in the store were turning over rapidly, so the casual store was a response to a demand. It's important to give customers what they need, to listen to them and edit the merchandise and help make their lives easy. It's too hard to go downtown to shop. Also, this city is full of women in their Lululemons. They need more options when they want to be stylish and casual.

*Still, it must be impossible to ignore the economic problems that set in.*

In 2008 — that was the year we felt it hardest. Even women who had money then felt guilty about carrying around a shopping bag. They had things shipped. I responded immediately by getting rid of unnecessary expenses — even the

TO PAGE 8 ►

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## Catalog Company Turns to Brick and Mortar on Fillmore

► FROM PAGE 7

a ribbed waist intended as a gift for her mother's 50th birthday. "She didn't like smelly old things like I do. It took forever to find something refined," she says. The sweater turned heads and garnered envy among her mother's friends, one of whom suggested they import them.

"And so we went into the wholesale biz," she says now. An article in *The New York Times* style section spurred 5,000 requests for their catalog. "Mom and I started the catalog in 1976, the same time Roger Horchow started his. There was an explosion of wishbooks in the '80s, but we came of age in an era of much less competition and much more demand."

Her mother, Biddy Hurlbut, who died recently, worked with her for 20 years, filling orders for goods from their Kansas farm. "She didn't do travel or design, but she was a constant presence. My dad helped too — but he also thought the two of us should clean the barn."

Hurlbut says she long contemplated a store in the Bay Area, home to one of Peruvian Connection's biggest customer bases, and agreed to the space on Fillmore sight unseen. "That was such a good call," she says now, emphasizing that the shop is a good complement to the worldly wares offered by landlord Claudio Barone in his Cottage Industry shop next door. "He liked that we had a respect for other cultures," she says.

The landlord saved the day during renovations by rescuing a large swath of antique

wallpaper that workers had damaged and discarded. Now hanging on a dressing room wall, its injuries were cleverly blended with faux painting. "I loved that making lemonade aspect. It looks like it's always been here," says Hurlbut.

"Can you believe that view?" she says, suddenly taken by the look of the weathered bricks on the building next door. "And I love the uneven floors — the perfect imperfections of this place."

The San Francisco location is the fourth brick and mortar store. The flagship store, bigger by far than the others, opened in Washington, D.C., in 2008. Others are in Santa Fe, Manchester, Vermont, and Kansas City, Missouri. But Hurlbut says she has no aspirations to become a large chain, predicting she will top out at no more than eight stores. "They'll only be in places we really want to be — and we'll always walk away from malls," she says.

A new foray for fall will be simple pottery dinnerware. There will also be an increasing number of housewares and gift items in stock as the holidays near — along with rugs and a few taxidermy selections.

While most of the store is stocked with apparel for women, there are also a few choice items for men — including a full-length overcoat of ultra-soft alpaca and wool for \$575. "I'm proud of our prices," says Hurlbut. "And imagine if a guy wanted to look cool in the wind," she says, flipping open the lapel to reveal the gold silk lining piped in red. "Sometimes I force men to try this on — not so they'll buy it, but just so they can see how handsome they'll look."



"People are shopping again," says Heidi Myers, proprietor of three stores on Fillmore.

## 3 Stores and 10 Years Ago: Heidi Says

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watercooler. After getting through 2008, I feel like we really deserve to be here.

But it's important not to feel too proud; that would allow me to sit back instead of going forward. And if I just gave myself a Brownie button for surviving, my doors would be closed.

*Are things better now?*

Much better. I even brought the watercooler back this year. Now people seem ready and willing to treat themselves a little more. People are shopping again. In 10 years, I've had customers from all around the country — New York, L.A., lots of cities. For them, HeidiSays is a collection that works. They come in whenever they're in town, and I love that. It gives me a sense of validation. The locals

are my favorites, though. They're what makes this city seem like a small town.

*Any regrets?*

No, I really still love the stores. And when I get to help people on the floor, then I know why I'm here. It's so rewarding to help women dress for work, for special occasions. You can take someone who doesn't feel confident or happy and help her find just the right clothes — and she leaves a changed woman, with a little spring in her step.

*Any plans to expand again?*

Right now, I have three stores and two kids. And like every woman, I'm trying to balance everything. I'm trying to run a successful business and be a good mom. But you never know.



Jake

This handsome, leggy gentleman is a 4-year-old Chihuahua/Terrier mix from SF Animal Care & Control. A puppy at heart, Jake is a sporty dog who enjoys playtime, long walks, jogging, or hiking with quality snuggle time at the end of the day. Jake is currently working on refining his doggie skills and would love to share a home with a compatible doggie playmate. Meet jovial Jake today!



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## BODY & SOUL

BY LOUISE THOMPSON

MANY LOCALS see themselves as outdoorsy types willing to get up at the crack of dawn to scale Mt. Tam. But when it comes to dolling up and looking glam, we know how to do that, too. And as the holiday season approaches, a new business, Drybar, at 1908 Fillmore, is taking pre-party pampering to the next level.

The shop is the brainchild of hairstylist turned entrepreneur Alli Webb, a Florida native who found it too expensive to have her long hair blown dry regularly at a salon.

Drybar offers no cuts or color, just a professional blowout service for a flat \$35 fee, excluding the suggested \$10 tip and add-on treatments. It's a growing chain, with 10 salons and more coming across the country. But it doesn't feel like an interloper, with its informal, relaxed glamour and attention to detail. Bright yellow accents, offset by matte gray walls, are blended with nouveau French country fixtures.

"We had the chandeliers custom-made, one for each new shop," says Webb. "Yellow is our trademark color and our logo is a yellow upside-down hairdryer named Buttercup. So we had to make sure every shop had its own Buttercup; it's the first thing people notice when they walk in."

The Fillmore location is one of the newest to open. After passing on a potential Marina spot, Webb was attracted to



Drybar found the perfect space in the perfect location at 1908 Fillmore, its owner says.

## Drybar, the Anti-Salon

New shop brings a new concept to hair styling

the neighborhood by its sophisticated yet laid-back style, great shopping options and strong sense of local community.

"It's easy to make a day of it here — get your hair done in the morning, grab coffee, then browse the boutiques before heading to drinks and dinner in the evening," she

says. "This street just has a great vibe that we wanted to tap into."

Lindsay Glaser, a stylist in the neighborhood for the last 10 years, owns the Drybar franchise in San Francisco proper — and she found the Fillmore Street location.

"It was the perfect space," Glaser says, of

the spot formerly occupied by Linco jewelers. And it was able to be wired for 200 amps of power, a requirement many of San Francisco's old buildings can't meet. "It's the perfect central location, too," she says. "You have your high-end women, working women, women of all ages here."

Five main styles are offered at Drybar, all named after a cocktail: the Straight Up (Drybar's signature style), the Manhattan (sleek and smooth), the Cosmopolitan (loose curls), Southern Comfort (lots of volume) and Fillmore's most popular option, the Mai Tai (messy and beachy).

"San Francisco girls are great at what I call 'stealth grooming,' which is basically looking good without looking too done, or too polished," says Webb. "So the Mai Tai makes perfect sense, given the slightly bohemian or outdoorsy edge that a lot of girls here have."

The bar motif is calculated. "I want every Drybar to feel like a cool bar scene and be very social, so that customers come back again and again," says Webb. "In fact, we encourage repeat customers by offering monthly memberships. So they can keep a bar tab open with us at any time."

Drybar is in many ways an anti-salon. "It's all about affordable luxuries these days," says Webb. "We want women to think about Drybar the way they think about their local nail place — somewhere they can come for a quick but effective grooming fix."

## The lowdown on the blowout: three locals give Drybar a test run

**LOUISE:** My hair is fair, fine and doesn't hold any type of style very well. However, a good blowout can definitely give it a swing in its step — at least until the next gust of wind comes along.

So on a recent trip to Drybar I was excited to find out whether they could give me enough bounce and volume to last until the next day. I went at peak time, on a Saturday morning, and the salon was already full. After a pleasant 10 minutes of waiting for my appointment, fancy iced water in tow, I was ushered in for a shampoo.

As part of the experience, I opted for a Floater, a 10-minute relaxing head massage during the shampoo for an extra \$10. Sure enough, it sent me into a delicious haze that usually only good red wine can produce, even though it was more like five minutes long. Also, an unfortunate dribble of cold water was allowed to make its way down my back.

My stylist was efficient, fast and knew what he was doing. After a quick consultation, I opted for the Manhattan — straight, smooth and sleek. And I got it. The blowout didn't really last until the next day, but it did give me a great Saturday night. I'd go back again for a special occasion, or when I feel like being a little pampered.

**BARBARA:** I loved the fact that you can book online — it was fast, and easy to find the time slot I wanted, which was on a Thursday afternoon. On arriving, it was pretty busy for mid-week, with some loyal regulars already welcomed by name. But I was ushered in right on time, and offered an iced tea. I never did get the tea, but it was still a nice touch.

My hair is long, wavy and thick, so in the past I've shied away from professional blowouts due to the time it takes and the fact that blowing usually makes my hair either too puffy or unnaturally straight and wiglike. It took more than an hour to wrestle my hair into submission, but the cost stayed at the promised \$35, which was impressive. While I wouldn't exactly call it a relaxing experience, the end result was what I asked for, and good for a formal engagement I had that night.

My stylist was fairly taciturn, and I would have appreciated more advice on product use and after care, but her silence did mean I got to watch *Pretty Woman* on the flat screen in front of me, a perfectly enjoyable way to spend an hour.

My receipt was emailed to me, along with a separate thank you email from the founder, Alli Webb — a personal approach I appreciated.

**GEORGINA:** I color my hair and often get it blown out straight and sleek, so I was interested in how Drybar compares. I called on a Sunday to make an appointment and the receptionist made a great first impression by welcoming me warmly. However, my stylist wasn't as chatty. Maybe it was because I picked up a magazine and flipped through it, but I would have appreciated a bit more of a "chairside manner."

I was on a pretty tight deadline, as I had an event to attend that evening. They didn't quite get me out by the time I had specified, mainly because I had to wait on arrival, but I was only about 10 minutes behind.

My shampoo was relaxing, and I liked the products used specifically for color-treated hair. I appreciated the long, thorough shampoo and condition; it didn't feel rushed. However, I did get nicked by a sharp comb, which was painful.

I asked my stylist's advice on what look to go for, and while the end result was a little bigger and curlier than I had been expecting, it looked really good. Overall, I enjoyed the experience and, as a fan of some girly pampering, I also appreciated the interior aesthetic and touches, like the range of fruit-infused waters offered.

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## At Jitlada, Dining Alone Among Friends

By ALICIA UTTER

I STUMBLED into the Fillmore by accident six years ago, enticed by an ad for an apartment on Craigslist.

Strolling out on the patio with the building manager, I looked down to see my dog's tail touch his back as he ran around pots of jasmine. Looking up at the quiet apartments surrounding the space, I knew we were at home. And one additional canine later, we are still here, enjoying our neighborhood more each day.

I cherish the friendliness among the locals. Neighbors know your dogs' names, what building you live in, even when you had a bad day. I've come to feel a part of this place: mourning the Fillmore Hardware store closed, searching out the best noodle place in Japantown, spending an afternoon in the park with the dogs and a novel, relishing the trees and fashions at the bus stops as they change with the seasons.

Like many other city dwellers, I live alone. And one of the luxuries of being a solitary creature is dining out alone: catching snippets of conversations in a restaurant, ordering just what I feel like, taking my time to enjoy it, feeling the rhythm of the room.



The simple dining room at Jitlada is welcoming to singles, couples and groups.

Jitlada, at 1826 Buchanan, right across from Hotel Tomo and within view of the Japantown Peace Pagoda, is a simple, clean Thai restaurant — not advertised, but nearly always full of locals. The decor is a simple two-tone paint job with small, vibrant paintings of dragons and lotuses hanging on one wall. In the corner is a small dedication for Buddha, tended lovingly and adorned with new incense and fresh fruit and flowers. The tables are simple, easy to combine for larger parties or to separate for romantic dates.

The waitresses have been there for years and they know me and other regulars by our orders, if not by our names. We comment on new haircuts or chat about the week's events.

On a recent visit, I take out my companion for the evening — a thick

novel — and head toward the back of the restaurant. From this vantage point, I can hear the hubbub of the kitchen but stay out of the way of the crowded tables, ordering takeout with the least hassle. The waitress gives a familiar smile and drops off two menus: one regular and the other listing the specials. The specials rarely change. I order a favorite noodle dish, Evil Princess: chicken and spicy red curry sauce with coconut milk, cabbage and spinach. Some nights it's the steak, very tender and infused with lemongrass; other nights, one of the delicious soups or pad thai.

The waitress smiles again as she pours the glass of pinot noir I habitually order while waiting. There are several full tables tonight. The South American guitar music on the speakers is lovely. A dish of prawns comes out arranged like a sculpture, the

tails creating an open bowl filled with sauces. Diners all around ooh and aah at the spectacular presentation. A group behind me discusses Steve Jobs.

My food arrives in a plastic bag, ready to take home and eat, but I sip my wine and continue reading. They never rush me out of this place, even after my takeout is ready. I love that.

As I finish the last of the wine, a woman comes in and picks up her takeout order. She is businesslike — just walking in and naming her food. I say good night to my favorite waitress, glad to see the place is busy so she will have a good night.

I pull on my sweatshirt and wrap my scarf on my neck. It is one cold night. Following the stern walker out, I adjust my purse at the door. She looks at me and asks, "What's your favorite?"

My head jerks over, surprised. Her voice is much softer than I expected.

"Ah, the red curries," I say without hesitation. "Normally the soup, or the Evil Princess. You?" It feels surreal to talk to someone after being so solitary in that crowded room. So many of us, craving Thai food on a Tuesday night. That openness among locals — never discussed, but a familiarity, a knowledge of the underpulse is here.

"I like the mild stuff, usually the pumpkin curry," she says, admitting that she needs to step outside her comfort zone.

I know it well — sweet, not spicy. As for me, I crave heat and spice at all times.

"I recommend the steak," I offer. "It's delicious when you want some red meat. Good night and enjoy."

I turn toward Sutter as she turns toward Bush. Not so alone after all.

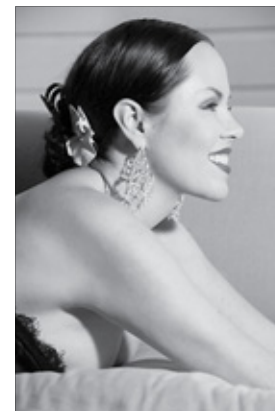
## 'Crazy in Love with Patsy Cline' at Yoshi's

By ANTHONY TORRES

LAVAY SMITH and Her Red Hot Skillet Lickers are coming to Yoshi's on November 10 to present a new project. "Crazy In Love With Patsy Cline" will offer a contemporary interpretation of the country legend's classics, with original horn arrangements from her seven-piece band, plus pedal steel guitar sensation Bobby Black.

Smith and her band are known for playing a range of music from original compositions to jazz and blues standards from the 1930s and 1940s. Her rocking band, the Red Hot Skillet Lickers, has gained considerable acclaim by fusing jazz and blues to realize their own personal vision of what, in Smith's case, is all too often simplistically referred to as retro-jump swing music.

This characterization has never accurately defined the extent of what Smith and her crew are capable of doing. "Crazy in Love with Patsy Cline" should be an interesting articulation of what can happen when top-notch musicians — inspired by the country and western recordings of Ray Charles and horn arrangements anchored in the rich legacy and musical vocabulary of Duke Ellington and Count Basie —



KATHY WALKER

*Lavay Smith and Her Red Hot Skillet Lickers give new life and meaning to songs associated with a country legend.*

bring life and give new meaning to songs associated with Patsy Cline.

Cline, born Virginia Patterson Hensley, continues to be one of the most acclaimed and influential

female vocalists of the last century, long after her death in 1963 at the age of 30 in a private plane crash that came at the height of her career.

With crossover hits such as "Walkin' After Midnight" in 1957, Cline was renowned for her vocal versatility and enjoyed tremendous success. She transformed country music by featuring qualitatively different musical arrangements that incorporated strings and other instruments, transcending most country recordings of the time.

In 1961 Cline recorded "I Fall to Pieces," a song that topped the charts on both country and pop music stations across the country, and became her first number one hit.

She is probably best known for "Crazy," a song written by Willie Nelson that she originally disliked, claiming it was too problematic and awkward to emulate. She was recovering from rib injuries sustained in a severe car crash and found it's hard-to-hit high notes painful to sing.

She persevered, though, and it became her signature song. It also provides the title of this month's "Crazy In Love With Patsy Cline" concert, a project that speaks to the courage and adventurous nature of Lavay Smith herself.

There is a propensity to compare one artist with another, especially when a vocalist takes on the work of an iconic figure with the stature of Patsy Cline. But the creativity of an artist lies partly in the translation and re-articulation of the artistic legacies they inherit and the ways they appropriate what is given and embellish what they mean to honor by making it their own.

It is here, in the risks she takes to make a previously existing songbook new and different, that Smith will demonstrate her creative impulse — her ability to make the past accessible and relevant in the present as an ongoing living tradition.

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By CHRIS BARNETT

PASTED ON THE DOOR at the end of a long Victorian corridor one story above Fillmore Street is a red bill worth 100 Hong Kong dollars and a lucky number seven.

Inside the doorway is a Power Tower, for chin-ups and toughening abs, and a mini-fridge filled with Gatorade and Crystal Geyser. The next room is lit by an overhead bulb, eight flickering computer terminals and a big screen television. Two young men in jeans and T-shirts are working the 20-line phones and speaking in foreign tongues.

It's the stealth satellite office of a New York-based hedge fund managing \$630 million in assets. Sunday through Thursday, from 5 p.m. to 2 a.m., Boston-born Chip Loutrel, a 36-year-old options trader, and Tim Roller, 26, a recently minted civil engineering grad from Cal Berkeley, are playing a global poker game — placing bets of \$5 million to \$10 million per hand on Asian stocks.

The duo — and most other hedge fund traders — make stockbrokers and investment advisors seem like penny-ante players. Hedge fund traders don't hold hands with clients at leisurely lunches, après work cocktails or elegant dinners. The typical investor needs a minimum of \$5 million liquid to get in the game.

While working, Loutrel and Roller almost never leave their chairs. It's too risky — even a nugget of negative news of any kind anywhere can roil worldwide markets in seconds. Instead, king-size packages of chips, beef jerky and other snacks stock-



Tim Roller and Chip Loutrel work the phones and watch the screens, almost never leaving their desks in an upstairs viewless office.

## One Flight Up, the Traders Are at Work

It's nighttime on Fillmore, but the Asian markets are already open

piled from regular Costco runs fuel them for eight hours straight into the night and early morning here, which is the business day in Asia. So leery are they about being away from their Bloomborgs — the four-screen terminals that flash global real time price quotes, trends and news in milliseconds — that they leave the men's room

door unlatched so they don't have to fiddle with a key.

Given the long hours, Loutrel has an understanding wife. "Hey, I finally took her to dinner a couple of weeks ago — for an hour," he says. "We went to Woodhouse on Fillmore. Good fish." Even when the Head of Asia Trading — his official title — trav-

els for business, his office goes with him. On a two-week trip to Hong Kong, the Zen-like Upper House hotel wired four computer screens to his laptop, plugged in a special multi-line phone and Loutrel was in business.

In the fund's San Francisco office, above

the Fillmore nightlife, the genial Loutrel is wooing, not pitching. "Hey, what's up, man?" he asks, speed-dialing one of his 18 handpicked bank and investment house traders in Hong Kong, Japan and Australia. He is trying to find the best deal on a particular stock, Wharf Holdings Ltd., the Hong Kong property development colossus. Then he dials another trader who is in the bank's chatroom and tries to schmooze him for an even better price. This is where poker savvy comes into play. Traders don't use Skype, so they can't read one another's face; deals are done on voice, trust and reputation.

Even ponying up 5 to 10 million U.S. dollars, the traders aren't technically buying stocks, but stock options, which normally is a bet on which direction the stock moves — up or down. But this fund is more sophisticated in hedging its bets. It's one of three hedge funds in the world using what is called a "volatility arbitrage" investment strategy. Loutrel and Roller and the firm's other traders buy 1,000 option straddles on a stock. Explained the firm's management in a letter to its investors: "The portfolio could be considered to be market agnostic, with no predetermined directional bias. Thus, it is expected that the returns generated by the fund will generally be uncorrelated to traditional benchmarks, including stock indices and credit spreads."

Translated, the more volatile the stock's price during a given period — up, down, sideways — the more money the fund's investors make. But if the stock price

moves in concert with other shares, even if the entire market sector is climbing, the fund loses because it bets on market and stock volatility, not tranquility.

Loutrel, Roller and their colleagues must be doing something right. Since their hedge fund was launched nearly four years ago, their well-heeled clients have earned more than 100 percent on their investments, even after fees and profits. That's a shocking net return considering the fund charges investors the typical 2 percent annual money management fee plus a whopping 30 percent of the client's portfolio growth.

Still, even if you have a spare \$5 million sitting around earning zilch and you want to roll the dice in a hedge fund, this is not shooting fish in barrel. Hedge funds are not regulated, and are rarely scrutinized, by the Securities & Exchange Commission, unless someone files a complaint and screams to get the Fed's attention. Think Bernie Madoff. They can post staggering profits, but can also collapse and shut their doors, potentially stifling investors.

Meantime, the fund over Fillmore Street keeps a low profile in both New York and San Francisco. It doesn't have a website or a PR drumbeater and operates above an Asian restaurant in a viewless space previously occupied by a psychologist and a masseuse.

"We got a good deal, man," Loutrel says. "And besides, this is only three blocks from my house."

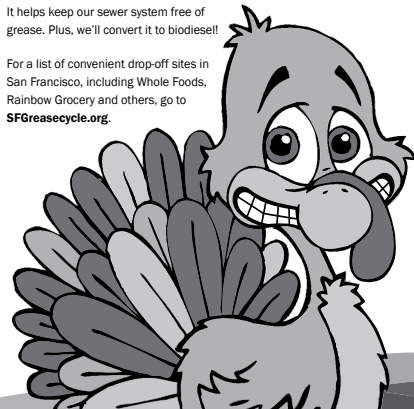
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7:30, 9:30 & 11:30 am  
1:30, 5:30 & 9:00 pm  
**WEEKDAYS**  
6:30 & 8:00 am & 5:30 pm  
**SATURDAY**  
7:40 am Rosary, 8:00 am Mass

### PRAYERS & SACRAMENTS

The church is open for prayer all day and into the early evening.  
**Liturgy of the Hours (Daily)**  
**Morning Prayer** 7:15 am-Sat 8:00 am  
**Evening Prayer** 5:00 pm  
**Reconciliation** Sat 5:00 pm, Sun 7:00, 9:00 & 11:00 am, 5:00 pm  
**Adoration of the Blessed Sacrament**  
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Not many cities can boast a vibrant section of town that is upscale but approachable, fashionable but not elitist, comfortable without being boring. San Francisco's Fillmore is all these — and, best of all, it's not striving to be original. It just is. — *Gourmet magazine*

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2425 California 885-3313  
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1902 Fillmore 346-8629  
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2291 Pine 441-4093  
**Walter Adams Framing**  
2019B Fillmore 922-6811

#### CLOTHING & SHOES

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2226 Fillmore 877-328-4538  
**Betsey Johnson**  
2121 Fillmore 776-0669  
**Black Fleece**  
2223 Fillmore 931-2203  
**Blu**  
2259 Fillmore 776-0643  
**Cielo**  
2225 Fillmore 776-0641  
**Clary Sage Organics**  
2241 Fillmore 8673-7300  
**Crosswalk Shoes**  
2122 Fillmore 921-0292  
**De Novo**  
2413 California 563-5937  
**Eileen Fisher**  
2216 Fillmore 346-2133  
**Elizabeth Charles**  
2056 Fillmore 440-2100  
**Erica Tanov**  
2408 Fillmore 674-1228  
**Gimme Shoes**  
2358 Fillmore 441-3040  
**Heldi Says**  
2426 Fillmore 749-0655  
**Heldi Says Casual**  
2416 Fillmore 749-1144  
**Heldi Says Shoes**  
2105 Fillmore 409-6850  
**Helo**  
2226 Bush 888-601-0117  
**Her**  
2053 Fillmore 923-9628  
**Hlaska**  
2033 Fillmore 440-1999  
**James Perse**  
2028 Fillmore 885 0300

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#### Lilith

2029 Fillmore 913-7600

#### Limu

2237 Fillmore 567-9500

#### Marc by Marc Jacobs

2142 Fillmore 447-8940

#### Margaret O'Leary

2400 Fillmore 771-9982

#### Metro 200

2116 Fillmore 776-5652

#### Mio

2035 Fillmore 931-5620

#### Mudpie

2185 Fillmore 771-9262

#### Mrs. Dewson's Hats

2052 Fillmore 346-1600

#### Muse Ten

1820 Fillmore 922-6873

#### Paolo Shoes

2000 Fillmore 885-5701

#### Peruvian Connection

2326 Fillmore 313-1559

#### Ralph Lauren

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#### ruti

2119 Fillmore 441-4412

#### sunhee moon

1833 Fillmore 928-1800

#### Toujours

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2120 Sutter 749-1533  
**Cottage Industry**  
2328 Fillmore 885-0326  
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1889 Fillmore 929-5200  
**In Water**  
2132 Fillmore 359-1232  
**L'Occitane**  
2207 Fillmore 563-6600  
**Nest**  
2300 Fillmore 292-6199  
**Paper Source**  
1925 Fillmore 409-7710  
**Papyrus**  
2149 Fillmore 474-1171

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**BoConcept**  
1928 Fillmore 625-2800  
**Design Within Reach**  
1913 Fillmore 567-1236  
**Duxiana**  
1883 Fillmore 673-7134  
**Jonathan Adler**  
2133 Fillmore 563-9500  
**Ruby Living Design**  
1919 Fillmore 922-1212  
**Studio D**  
2184 Sutter 346-9694  
**Timeless Treasures**  
2176 Sutter 775-8366  
**Zinc Details**  
1905 Fillmore 776-2100

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1942 Fillmore 567-5113  
**Eric Trabert Goldsmith**  
2420 Fillmore 567-8887  
**Gallery of Jewels**  
2115 Fillmore 771-5099  
**Hi Ho Silver**  
1904 Fillmore 771-4446

#### NEWS & BOOKS

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**Juicy News**  
2453 Fillmore 441-3051  
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#### PETS

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1718 Fillmore 929-8883  
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1840 Fillmore 346-8899  
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2343 Fillmore 563-6700

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1699 Fillmore 441-2159  
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2456 Fillmore 563-3123  
**Seconds to Go**  
2252 Fillmore 563-7806

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